

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: July 9, 2002 Work **Session**

AGENDA ITEM NO.: 3

CONSENT:

REGULAR:

CLOSED SESSION:

(Confidential)

ACTION:

INFORMATION:

ITEM TITLE: **Discussion of Sign Ordinance**

The Department of Community Planning & Development has been instructed by City Council to review the City's sign ordinance to explore any areas for improvement. The ordinance controls the size, height, location, quantity and illumination of signs in all zoning categories. At the Work. Session we will discuss Lynchburg's current sign ordinance, ordinances from other Virginia localities, and possible revisions to our ordinance.

Attached please find:

1. Chart describing Lynchburg's sign ordinance.
2. Photographs of signs throughout Lynchburg and other Virginia localities,
3. Chart describing sign ordinances from other Virginia localities with smaller signs.
4. Three brief articles from the ICMA and *Better Models for Development in Virginia*

Items for discussion/consideration:

1. How does our sign ordinance serve our City? What are its strengths and weaknesses?
2. How might we learn from other localities? Do sign ordinances economically benefit municipalities?
3. What do signs have to do with "quality of life" issues in Lynchburg?
4. How do we balance business promotion with creation of commercial districts, major corridors and gateways?
5. How much sign management is acceptable in order to address aesthetic/community image concerns?
6. What is an acceptable limit to temporary signs (promotions, political signs, public messages, etc.)